



## Ask The Gear Guys

How do I know if a flexible-face iron is better for me than a one-piece design? **Tim B., via e-mail**

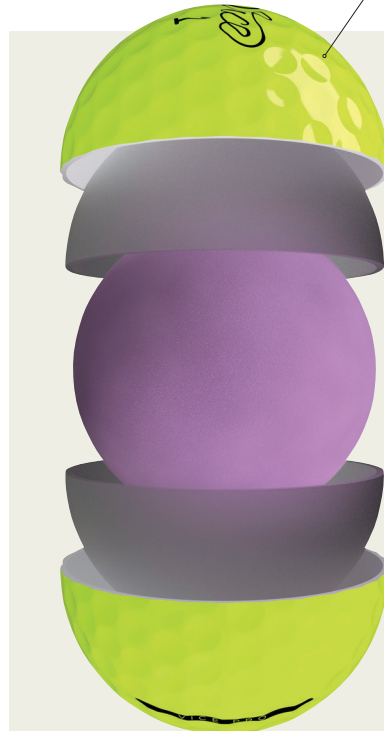
**Zack Kupperbusch, Marketing Manager, Bridgestone Golf:**

“The choice between a one-piece iron and a multipiece, flexible-face iron (with face insert) comes down to preference and proper fit. One-piece forged irons like our J15 CB are great if you’re a very consistent ballstriker and have ample clubhead speed. (Kuchar and Snedeker have played these irons.) Otherwise, you’re typically much better off opting for a model that provides some COR and flex in the face, since these types of irons, like our HF1 and HF2, provide significantly more ball speed and launch on mis-hits. Swing speed is also a consideration when selecting a one-piece or multipiece iron. One-piece models only give you what you put into them. Tour players and faster swingers tend to prefer one-piece models because they hit the ball more than far enough and launch it high enough without extra help. For most amateurs, however, higher launch and increased ball speed and distance are extremely desirable, so for them a multipiece iron is typically a better choice.

“Once you’ve decided on a multi-piece iron, the decision then becomes about offset, sole width, topline thickness, and a few other considerations. In the Bridgestone lineup, players who need maximum help should choose the HF1, and those who are more skilled will probably prefer the less offset HF2.”

Bridgestone: Jesse Reiter; All other clubs: Courtesy manufacturers; Ball: Courtesy Vice Golf

**LIME TIME**  
VICE'S PRO PLUS MODEL, AIMED AT BETTER PLAYERS, HAS A NEON LIME COVER OPTION THAT'S EASY TO TRACK.



## BREAKAWAY SUCCESS

VICE GOLF'S DIRECT-TO-CONSUMER BALLS HAVE BITE —By Michael Chwasky

**WHO WOULD HAVE THOUGHT** that a chance meeting between two surfing German attorneys would result in the creation of a golf ball company? Yet it was on Munich's Eisbach Wave (look it up) that Vice Golf was born. As your Facebook feed has likely informed you, Vice strives to provide big-brand-comparable performance at about half the price. Co-founders Ingo Duellmann and Rainer Stoeckl claim that Vice balls are consistently tested by Golf Laboratories in San Diego, Calif., to ensure that their performance and durability are up to snuff. For more info or to order products, visit [vicegolf.com](http://vicegolf.com), where you can utilize the company's Ball Recommender tool to figure out which model is best for you.

**I'm thinking about trying out single-length irons, but how do I determine if I'm a good candidate?**

**Jackson, Jupiter, Fla.**

**Tom Olsavsky,**  
**VP of R&D, Cobra Golf:**

“Half of the golfers we’ve tested perform better with single length, so, really, consider yourself a likely contender. I always tell people to think ‘7-iron’ when experimenting with single-length irons, and to not overthink how they look at address. If you’re able to make your normal 7-iron swing throughout the set, you’ll do well (though some players seem to have a mental block due to the different look.)

“Go to a demo day or golf shop that carries our One Length irons and give them a try on a launch monitor. If you’re like the majority of players we’ve tested so far, you’ll know almost right away if you like the single-length setup and performance or not, which in itself is empowering. Keep in mind, however, that if you struggle at all with your short game, single length can help quite a bit. It’s happened time and again. And, as you can guess, you’re likely to opt out if you like to manufacture shots with the shorter clubs or consider your short game your strong suit.”